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What Is Public Broadcasting?

Excellence. It is a continuing effort to bring you the best in radio and television programming every day . . . keeping you abreast of a fast-changing world . . . bringing you music and dance that make your spirits soar . . . or taking you on a well-guided tour of almost anything from a bioengineering laboratory to the ins-and-outs of your car.

Diversity. It tries to embody the human diversity of the American experience, helping viewers and listeners to reach across the lines of race and class that divide the society.

Public service. Whether focusing special attention on an urgent social problem like drug abuse or simply as a place where many paths cross, public broadcasting can mobilize the energies of volunteers in service to their communities.

Thirst for learning. Above and beyond the general-audience programs so rich in information, many public television stations offer special services to teachers and students at all levels of education, from *Sesame Street* to high school diploma-equivalency programs to college-credit courses.

Noncommercialism. Public broadcasters don't choose programs with an eye to selling your time and attention, because your satisfaction with the programs on public television and radio is not for sale to anyone.

Independence. It is a loose confederation of noncommercial broadcasters, who prize their editorial independence. Unlike most public service broadcasting systems overseas, American public broadcasting is neither centrally directed nor the broadcast voice of the national government.

Timeline Of Public Broadcasting History

1917
Radio station 9XM, forerunner of today's WHA/AM1, begins broadcasting at University of Wisconsin
1921
Latter Day Saints University, Salt Lake City, becomes first school licensed to broadcast
1930-31
Depression hits hard, forcing many educational stations off air
1938
FCC establishes new type of high-frequency broadcast station for noncommercial radio
1945
FCC reserves 20 channels (88-92 MHz) exclusively for noncommercial FM radio broadcasting
1949
Pacifica foundation starts KPFA, Berkeley, CA, first station run by nonprofit community group
1952
FCC reserves educational channels throughout nation in first allocation of television channels
1953
KUHT-TV begins operation in Houston, first noncommercial television station
1962
Educational Television Facilities Act begins federal government's financial contributions
1964
FCC authorizes fourth noncommercial TV station

1965 — Carnegie Commission on Educational Television begins landmark study of "public broadcasting"

1967 — Public Broadcasting Laboratory begins airing over National Educational Television stations; Public Broadcasting Act of 1967 becomes law

1968 — CPB is formed; Mister Rogers' Neighborhood debuts

1969 — Regular national TV program distribution begins; five nights a week, Sesame Street goes on air on public TV; PBS is formed

1970 — NPR is formed

1971 — The Great American Dream Machine debuts; NPR's All Things Considered premieres

1975 — Satellite program distribution for TV begins

1978 — The Robert MacNeil Report (forerunner of MacNeil/Lehrer NewsHour) debuts

1979 — Prairie Home Companion makes national debut; Nationwide satellite distribution begins for radio

1980 — NPR's Morning Edition premiere

1983 — Square One TV and Eyes On The Prize premiere

1987 — Reading Rainbow premiere

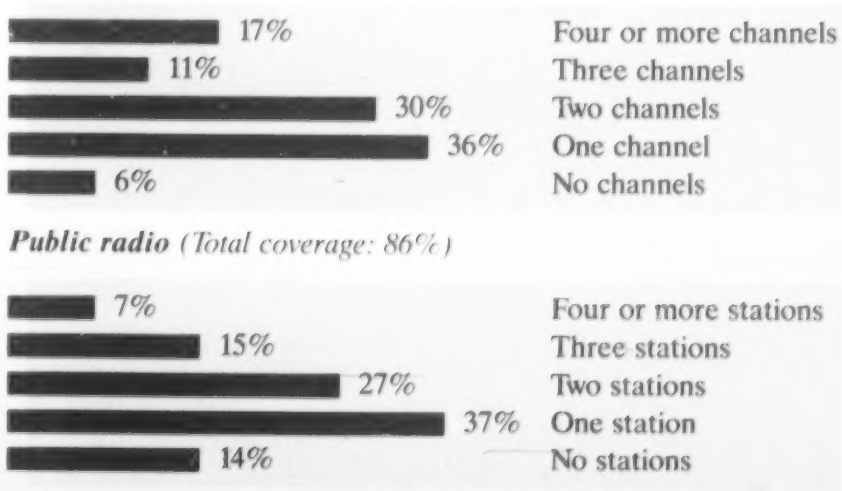
1989 — The Civil War captures the nation's attention; NPR chooses satellite systems for the 1990s

1990 — PBS chooses replacement satellite system for 1990s; Independent Television Service starts

You Can't Tell The Players Without A Program

- Public broadcasting is a community of local broadcast stations, which you might know as THIRTEEN or FM 89 or Peach State Public Radio, as Jazz90 or Prairie Public Television or KQED.
- Nationwide, there are more than 500 public radio stations and more than 340 public television stations.
- Almost all Americans can receive local public television channels.
- But roughly 1 in 7 lives beyond the reach of a public radio station, especially in fast-growing communities just beyond the fringes of metropolitan areas.

How many public TV channels and public radio stations people can receive



Source: US Commerce Dept., Nat'l Telecomm. & Information Admin., and CPB Coverage Area Demographics System

CPB—the Corporation for Public Broadcasting—is a private organization responsible to Congress for the success of public broadcasting in America.

CPB is entirely independent. It is not a government agency, nor is it owned by the public broadcasting stations, nor are they or PBS or NPR *its* subsidiaries. CPB's principal job is to use the federal government contribution to fund national programs and to foster the growth and development of public broadcasting.

PBS—the Public Broadcasting Service (not "system"!)—is a program distribution company owned by America's public television stations, which make up the largest television service in the world.

PBS does not produce programs, but it buys programs for the stations and distributes them through American television's first and most extensive satellite program distribution system.

NPR—National Public Radio—is a newsgathering, production, and program distribution company owned by public radio stations across America.

NPR produces award-winning news programs like *Morning Edition*, and operates an extensive satellite program distribution system, with regional "uplinks" available across the nation for public radio stations and other producers to distribute their programs.

American Public Radio is an independent, private, nonprofit program distribution company, with more than 425 affiliate stations.

In public radio, unlike commercial broadcasting, stations may be part of more than one major network. Most American Public Radio affiliates are also member stations of National Public Radio, and vice versa.

The Organizations That Run Stations Are Diverse

- About 430 different organizations run public radio and/or public television stations.
- Most public radio stations are run by universities. Each of these stations usually offer a distinct program schedule, since they are not often linked together into statewide or regional multistation networks.
- Most public television stations are operated either by nonprofit community associations or by state government agencies. State government stations are typically linked into statewide multistation networks that air a single program schedule in common.

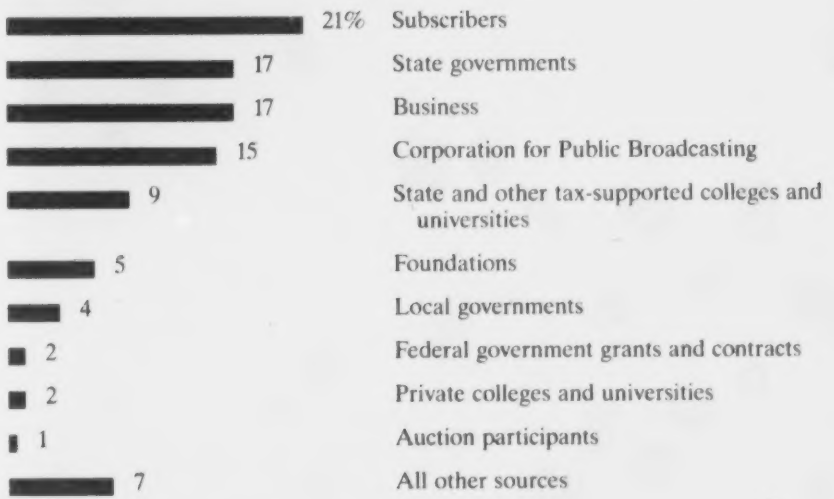
Types of organization running the station	*Number of* *Broadcasting stations*	*Distinct program schedules*	*Recipients of CPB grants assistance*
Radio			
Nonprofit community association	181	130	131
University	282	221	202
Local government authority	32	30	27
State government agency or commission	61	13	13
TOTAL	556	394	373
Television			
Nonprofit community association	125	98	93
University	89	62	64
Local government authority	13	9	9
State government agency or commission	122	27	33
TOTAL	349	196	199

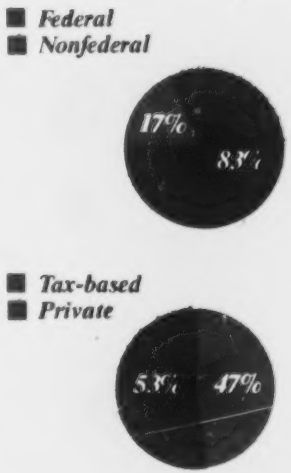
Source: Corporation for Public Broadcasting

Who Pays For Public Broadcasting?

- Getting funds from many different sources helps to keep public radio and television thriving and independent.
- Income received from the federal government amounted to slightly more than one-seventh of the total industry income.
- Less than half the industry's total income comes from tax-based sources in federal, state, and local governments.

Share of 1990 total income provided *(Total income = $1.6 billion)*





Source: Corporation for Public Broadcasting

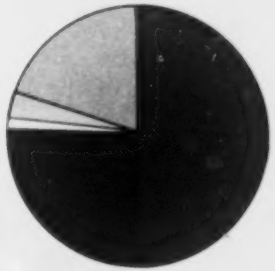
The Federal Government Contributes Its Part

- In purchasing power, federal government appropriations to CPB for public broadcasting returned to late-1970s levels after a significant cutback in the early 1980s, but grew little further until 1991, when Congress began appropriating funds for replacement of the satellite program interconnection system.

- More than half of CPB's support for public broadcasting is in the form of direct, unrestricted grants to qualified stations. Most of that money is used by stations to support programming.

CPB's FY 1992 budget
($372 million)

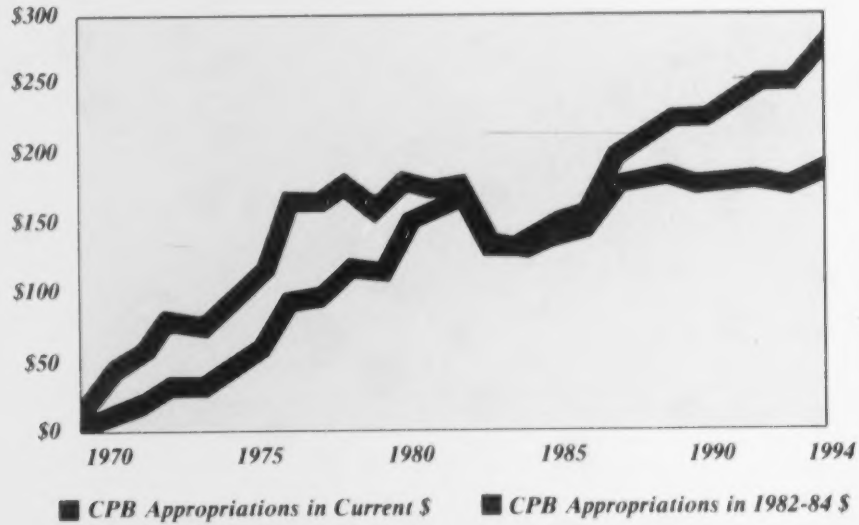
- *50.7% System support**
- *25.3% Programming support*
- *.1% Planning and future policy development*
- *3.2% Administration*
- *20.7% Satellite replacement project*



**System support is largely unrestricted to stations, which are used mostly for programming.*

Source: Corporation for Public Broadcasting

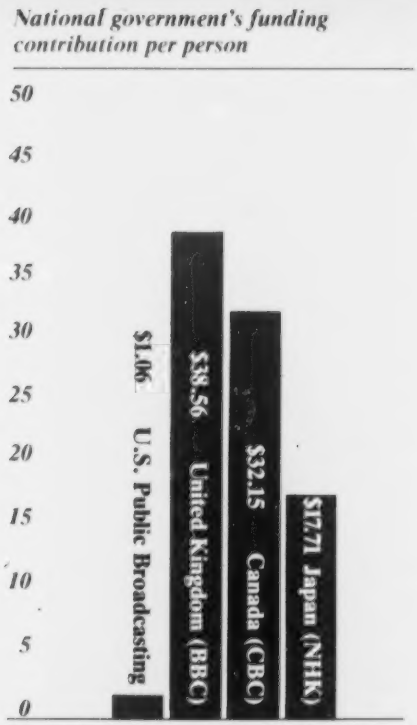
CPB appropriations in current and 1982-84 constant dollars
Fiscal years 1970-1994 (Millions of dollars)



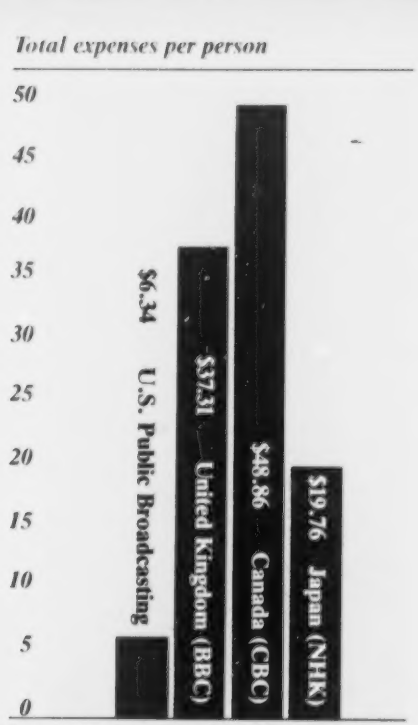
Source: Corporation for Public Broadcasting

How U.S. Support Compares With Other Nations

- America spends far less per person on its system of public broadcasting than many other nations do on their public service broadcasting systems.
- The federal government's contribution provides a far smaller share of U.S. public broadcasting's total resources than do national government contributions elsewhere.



Source: Corporation for Public Broadcasting



Source: Corporation for Public Broadcasting

Your Support Helps To Make Public Broadcasting Work

- Membership or subscription contributions to stations (or to "Friends of . . ." groups that support a station) have become a critical source of financial support for public broadcasting during the last decade.
- The average contribution that a member makes has grown significantly faster than inflation.
- Volunteer help—often with fundraising or promotion activities, but at some stations as on-the-air talent—can make all the difference for a public broadcasting station struggling along with a small staff.
- Replacing the work that volunteers contribute to public television stations would require nearly an 8-percent increase, and for public radio more than a 14-percent increase, in full-time staff.

	1980	*1990*
Membership income as percentage of total cash income		
Public television	15%	24%
Public radio	15%	25%
Number of individual contributors		
Public television	2,500,000	4,900,000
Public radio	500,000	1,300,000
Average per-person contribution (in 1982-84 dollars net of inflation)		
Public television	$36.33	$43.43
Public radio	$29.96	$39.82

Source: Corporation for Public Broadcasting

	Television	*Radio*
Total volunteer hours	1,685,000	982,000
Estimated number of full-time equivalent employees required to replace volunteers	843	491

Source: Corporation for Public Broadcasting

The Public Rates Public Television

- Asked to rate the importance of some of the goals that are often suggested for public television, most people focus on the news and public affairs programs and on informal educational programs for young children.

- And *how well* do people think public television does its job in these respects? For the most important goals, it's an A – or a B + report card. People more often find it "needing improvement" in performance toward some of the less critical goals.

Public expectations for public television

1) How important is it for public television to meet this goal?
2) What grade would you give public television on how well it has met this goal?

	*Importance rating**	*Performance grade***
1. To help educate children informally, especially pre-schoolers	91	A –
2. To increase people's understanding of news events and public affairs	90	B +
3. To increase Americans' knowledge of other nations and the great variety of cultures within our own nation	86	B
4. To provide analysis and interpretation of important issues and ideas	80	B
5. To make the best of the performing arts—such as symphony orchestras, theaters, and ballet companies—more accessible to people	73	B
6. To offer a platform for diverse social groups, such as ethnic minorities, to express themselves, both artistically and politically	72	B
7. To show the current and latest things in the performing arts	69	B
8. To preserve and bring back to the screen the best programs from television's past	67	B

**Percentage rating the goal as "very important" or "important." **Median grade, i.e., half the respondents graded performance at least this favorably.*
Source: Roper Reports

Public Television: A World At Your Fingertips

- History and nature programs continued to interest viewers in the 1990-91 public television season.
- But 1990-91 was an important year for public affairs as the Gulf War captured the viewers' attention.
- Favorite "how-to-do-it" programs, dramas, music and dance performances intrigued many.
- Special series attracted the attention of many households.

Specials and weekly programs	*Percentage of all households that tuned in*
Talking with David Frost: Gen. Schwartzkopf	10%
Frontline: On the Brink of War	9%
Frank Sinatra: Voice of Our Time	8%
Championship Ballroom Dancing	8%
National Geographic Specials	7%
Living Against the Odds	7%
Johnny Mathis: Chances Are	7%
Of Moose and Men: Rocky and Bullwinkle	6%
A Capitol Fourth	6%
This Old House	5%
Daily "strip" programs	
Sesame Street	9%
McNeil/Lehrer NewsHour	7%
Mister Rogers' Neighborhood	5%
Series	
Race to Save the Planet	15%
The Astronomers	13%
Making Sense of the Sixties	12%
Shape of the World	12%
Korea: The Unknown War	10%

Source: PBS, from Nielsen data

How Many People Watch Public Television?

- More than 87 million Americans a week watched public television on average during the 1990-91 season. That's nearly 40 percent of the population. And nearly 150 million people—or almost two-thirds of the population—tune in sometime during the course of a month.

- Averaged over the whole schedule, the cross-section of people watching public television resembles the demographic mix of the American population as a whole. Of course, individual programs (and even programming during whole parts of the day) attract audiences that differ a lot from that overall pattern, but over the whole schedule, those differences cancel out.

- Public television "ratings"—i.e., what *percentages* of the entire population watch public television—edged off slightly in the 1990-91 season compared to the previous year.

	1990-91
Percentage of people who watch during an average week	36.7%
Number of different people watching in an average week	87.1 million
Average time spent viewing public television	1 hr. 58 mins.

Source: PBS, from Nielsen data

And In Classrooms Across The Country

- Public television provides special services to teachers and students at all levels of education, from Sesame Street to high school diploma-equivalencey programs to college-credit courses.

- Some public television stations bring classes in unusual subjects to students in remote areas by direct satellite broadcasting, and other stations program educational channels for your local cable systems.

- Science, reading, social sciences, history and English topped the list of subjects in instructional television that were used by teachers.

Number of teachers who used instructional television or video in 1990-1991	1,777,900
Percentage of teachers who used instructional television or video in 1990-1991	79.4%
Number of students that received some portion of their curriculum from television or video in 1990-91	23,757,400
Percentage of students served	60.6%
Percentage of public TV stations providing instructional programs and services for elementary or secondary schools or for colleges and universities	83%
Average number of hours public TV stations broadcast instructional programming per school day	5.5

Source: CPB Study of School Use of Television and Video

Teachers and Students Benefit

- More than eight out of ten teachers think that instructional television and video help to teach more effectively.
- More than four out of five teachers find that instructional television and video enable them to be more creative.
- Instructional television and video has a positive effect on the quality of education, according to 91 percent of teachers.
- More than half of the teachers have observed these student results from the use of instructional television and video:
  - Students gain a new interest in topics
  - Students learn more
- Five of the top seven programs viewed by students were public television programs.

Leading Programs Reported by Teachers

Series/Program	*Estimated Number Using*	
	Teachers	*Students*
Reading Rainbow	132,600	4,186,200
National Geographic	56,400	3,220,900
NOVA	35,900	2,762,800
CNN News	37,000	1,786,500
Channel 1	22,200	1,720,300
The Civil War	16,100	1,613,100
3-2-1 Contact	26,900	1,134,600

Source: CPB, Study of School Use of Television and Video

- Even with more than 60 percent of all homes now subscribing to cable TV service, public television channels remain far more widely available than most cable-originated program services.

- Availability, though, is not the only story. Public television channels are actually watched much more than most of the cable-originated program services in the homes that can get the cable channels.

- Only premium movie channels, superstations, and sports channels are competing significantly with public television for viewers' attention . . . *not* the cable channels that offer the programming most similar to public television's.

Channel	*Household coverage*	*Prime-time average rating (among covered households)*	*School Coverage*
Public Television	98%	2%	90%
A & E	56	1	29
BET	34	1	11
CNN	64	2	52
Discovery	60	1	35
ESPN	64	2	46
HBO	22	8	6
Nickelodeon/Nick-at-Nite	60	1	33
USA Network	62	2	30
TNT	59	2	33

Sources: PBS, from Nielsen data and CPB Study of School Use of Television and Video

Public Radio: From Gorbachev To Chevrolets

- Wide-ranging news magazines, lively interviews, the banter of two down-to-earth auto mechanics, traditional music, and sound documentaries are among the programs that draw listeners to public radio.

- Here are some of the more familiar and popular programs aired nationwide on public radio stations, with estimates of their weekly listenership:

Popular public radio programs

	Weekly listenership
Morning Edition	6.1 million
All Things Considered	5.9 million
Weekend Edition	2.3 million
Marketplace	1.6 million
Fresh Air	1.5 million
MonitoRadio	1.3 million
American Radio Company with Garrison Keillor	1.3 million
Car Talk	1.2 million
Performance Today	.3 million

Source: NPR and American Public Radio, from Arbitron data

What Public Radio Stations Broadcast

- The average local public radio station broadcasts for about 22 hours a day, Monday through Saturday, with slightly shorter schedules typical on Sunday.
- More than half the stations broadcast 24 hours a day.
- When averaging different stations together, classical music and the NPR "news magazines" are the dominant formats.
- The program format that an individual station broadcasts, though, is becoming more consistent for most stations, so you might find the combination together on a single station's schedule less often than in the past.

Some major public radio formats

Many Stations	*Many Stations*
Many Hours per Station	**Few Hours per Station**
Classical Music	**Comedy**
News	**Folk Music**
Jazz	
Few Stations	*Few Stations*
Many Hours per Station	**Few Hours per Station**
Hispanic	**Reggae**
Alternative Rock	**Popular Music, Older**
	Drama
	Nostalgia

Source: NPR

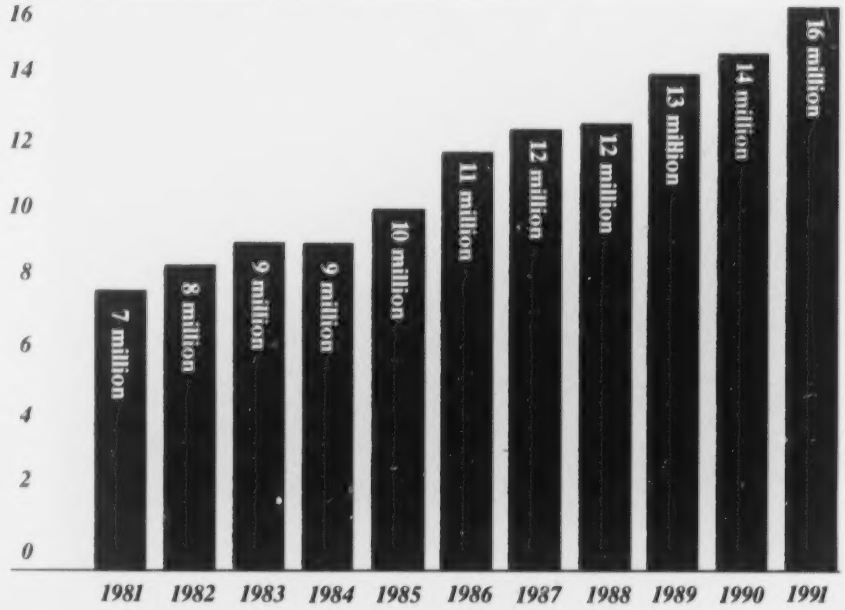
How Many People Listen To Public Radio?

- More and more people each year find that they enjoy listening to public radio. During the past decade, the number of people who tuned in during a typical week more than doubled.

- By and large, public radio stations serve only a portion of American radio listeners—about 1 out of every 16 adults or teenagers.

- It's a slice of the population that cuts across most demographic lines (like age, sex, and race), but public radio appeals to an unusual number of people who are highly educated. Nothing else stands out like education.

Number of weekly listeners to public radio



Source: CPB, from Arbitron data

How Listeners Use Public Radio

- The average public radio listener does not listen to public radio exclusively; only about a third of his or her total radio listening is spent with a public radio station. Commercial stations with popular music formats typically account for much of the rest of their radio use.

- Public radio's listeners use public radio a lot, especially its very "loyal" listeners, i.e., people who use a public radio station more than any other station. These people account for about 70 percent of all the listening to public radio, even though they number only about 3 out of every 8 listeners.

Average time spent listening to public radio station in a week	7 hrs. and 54 min.
Average number of times that a listener tunes in a public radio station during a week	5½ times
How long a person typically listens each time he or she tunes in	1 hr. and 10 mins.
How much of an average listener's total radio listening is to a public radio station	about ⅓
What proportion of public radio listeners listen more to a public radio station than to any other	3 out of every 8 listeners

Source: **Audience 88** *and Arbitron data*

To Find Out More . . .

Please ask at any public radio or public television station in your area, or write to the Corporation for Public Broadcasting at the address on the back cover of this brochure.

CORPORATION
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